GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1919
ANSWERED ON:13.12.2004
SCHEME TO PROMOTE TOURISM
Azmi Shri Iliyas

Will the Minister of TOURISM be pleased to state:

(a) whether an increase is expected in tourism world wide;

(b) if so, the schemes being prepared by the Government to take the advantage of this increase;

(c) whether the Government is considering any project to popularise such games/sports which are related to ancient culture and religion to attract tourists; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a): World Tourism Organisation in their bulletin titled `WTO World Tourism Barometer` released in October, 2004 has estimated a growth of 12% in international tourist arrivals during the first eight months of the current year.

(b): An extensive internet campaign launched by the Government coinciding with the mass media exercise in International press and International TV besides organizing road shows for marketing and promoting India as a favoured destination in the tourist generating markets overseas has resulted in an estimated increase of 24.0% and 36.9% in tourist arrivals and foreign exchange earnings in India respectively during the year 2004 (January-November) as compared to the same period of the previous year.

(c) and (d): Development of Tourism is primarily the responsibility of the State Governments/Union Territories. However, Ministry of Tourism, Government of India extends financial assistance for tourism related projects, which are identified in consultation with the State Governments. No projects have been received from the State Governments to popularize any games/sports, which are related to ancient culture and religion.